

The seal of the Public Utility Commission of Texas is a circular emblem. It features a five-pointed star in the center, surrounded by a wreath. The words "PUBLIC UTILITY COMMISSION" are inscribed around the top half of the circle, and "OF TEXAS" is at the bottom. The entire seal is rendered in a light gray, semi-transparent style.

Retail Competition 101

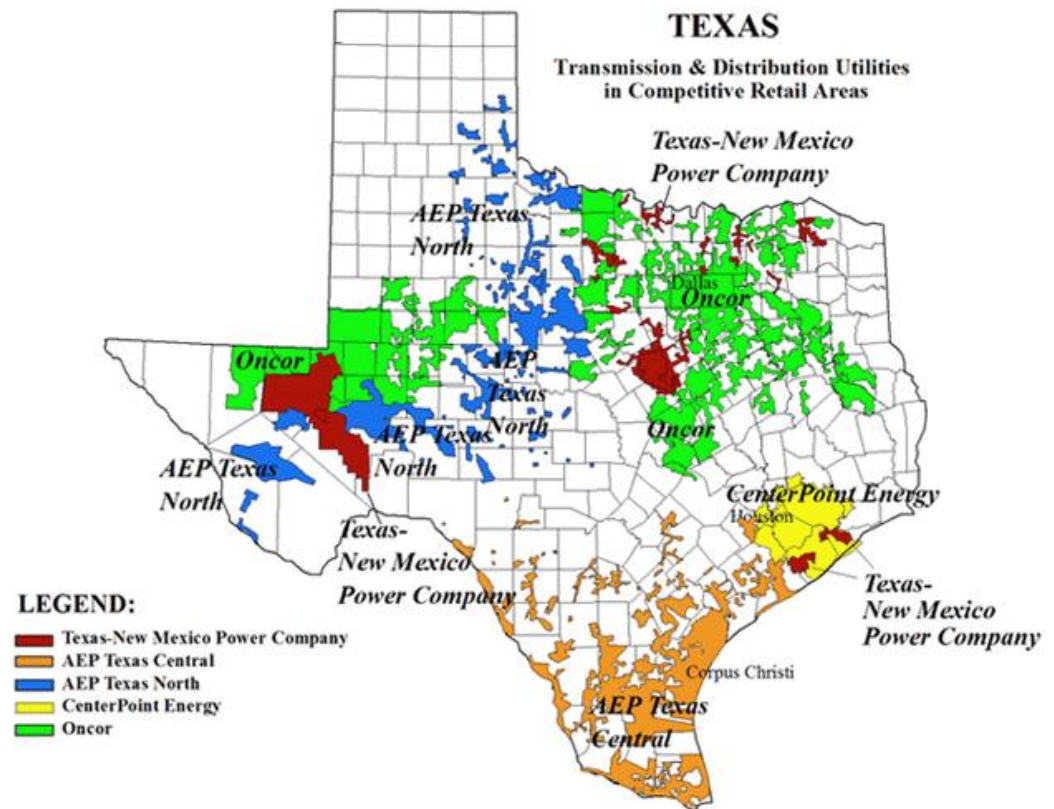
February 6, 2015

Chairman Donna L. Nelson

Public Utility Commission of Texas

The Competitive Market

- The competitive market serves over 6.7 million premises including the population centers of Houston and DFW.



This map doesn't include the Sharyland service territory that transitioned to competition in March of 2014

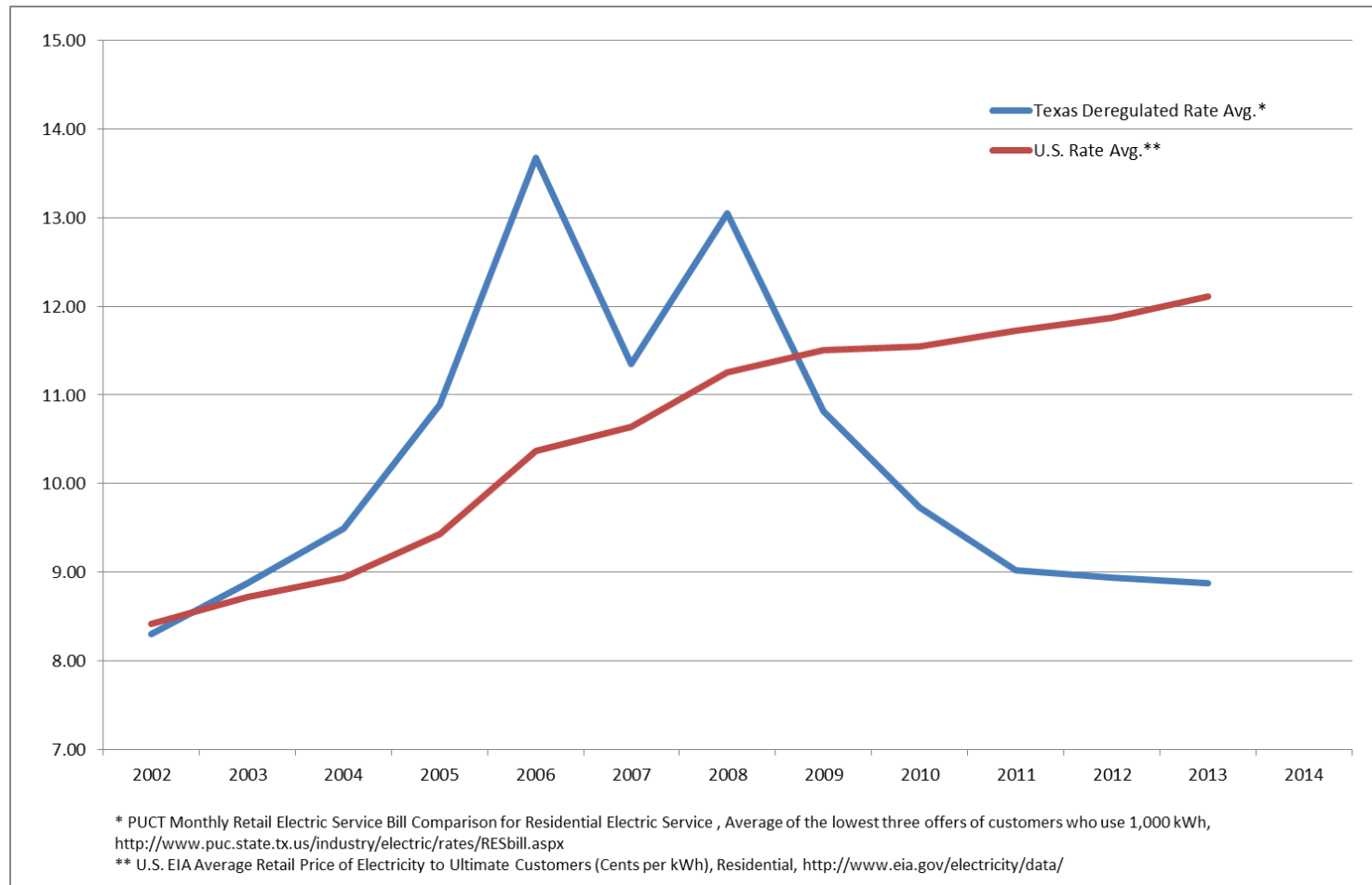
Retail Electric Providers in ERCOT

- REPs compete with one another in the competitive retail market.
- Procure electricity through bilateral contracts and the day ahead and real time markets.
- Interface with end-use customers.
- Required to obtain certification from the PUC; also have some reporting and disclosure requirements.
- REPs are not regulated by the PUC.
- Electric Choice: www.powertochoose.org

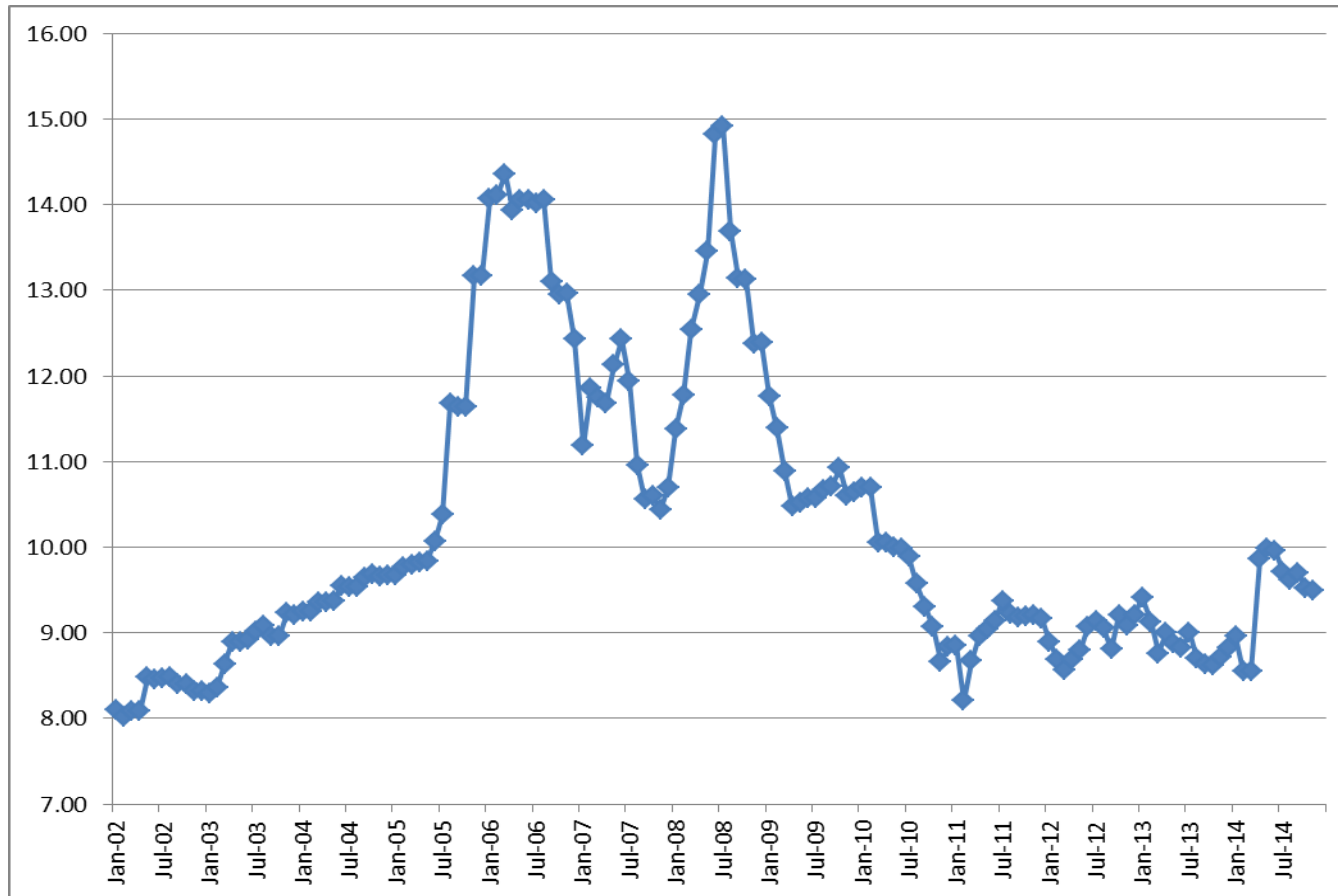
Texas Retail Market Statistics

- More than 300 products are available from more than 40 providers in the competitive areas.
- Approximately 89 percent of eligible Texas residents have chosen non-incumbent providers.
- Approximately 90 percent of eligible consumers in the commercial segment are with non-incumbent providers.
- Approximately 97 percent of eligible consumers in the industrial segment are with non-incumbent providers.

Texas Competitive Residential Rate Average Compared to U.S. Residential Rate Average by Year



Lowest Average Price per kWh Since January 2002



Source: <http://www.puc.state.tx.us/industry/electric/rates/RESbill.aspx>

12 Month Fixed Retail Rates

TDU	Price	REP	2001 Reg'd Rate	Change	Inflation Adjusted 2001 Reg'd Rate	Inflation Adjusted Change
AEPC	8.6	Gexa	9.6	10%	12.77	32%
AEPN	8.5	Amigo Energy	10.0	15%	13.30	36%
CenterPoint	7.7	Discount Power	10.4	26%	13.83	44%
Oncor	7.2	Discount Power	9.7	26%	12.90	44%
TNMP	8.3	Gexa	10.6	22%	14.10	41%

As of 1/13/15; 34% inflation since 2001 (Bureau of Labor Statistics)

Shop. Compare. Choose.

78660

REFRESH RESULTS

TDU Area

ONCOR ELECTR...

Estimated Use

1,001 - 2,000 kWh

Price/kWh

¢ to ¢

Contract Length

to mo

Plan Type

- ☒ Fixed Rate
- ☐ Variable (Changing Rate)
- ☐ Indexed (Market Rate)

Prepaid Plans

- ☒ Show All Plans
- ☐ Show Only Prepaid Plans
- ☐ Do Not Show Prepaid Plans

Time Of Use Plans

- ☒ Show All Plans
- ☐ Show Only Time Of Use Plans
- ☐ Do Not Show Time Of Use Plans

1-10 OF 240

1 2 3 ...































SORT BY

PRICE/kWh

VIEW

10 PER ...



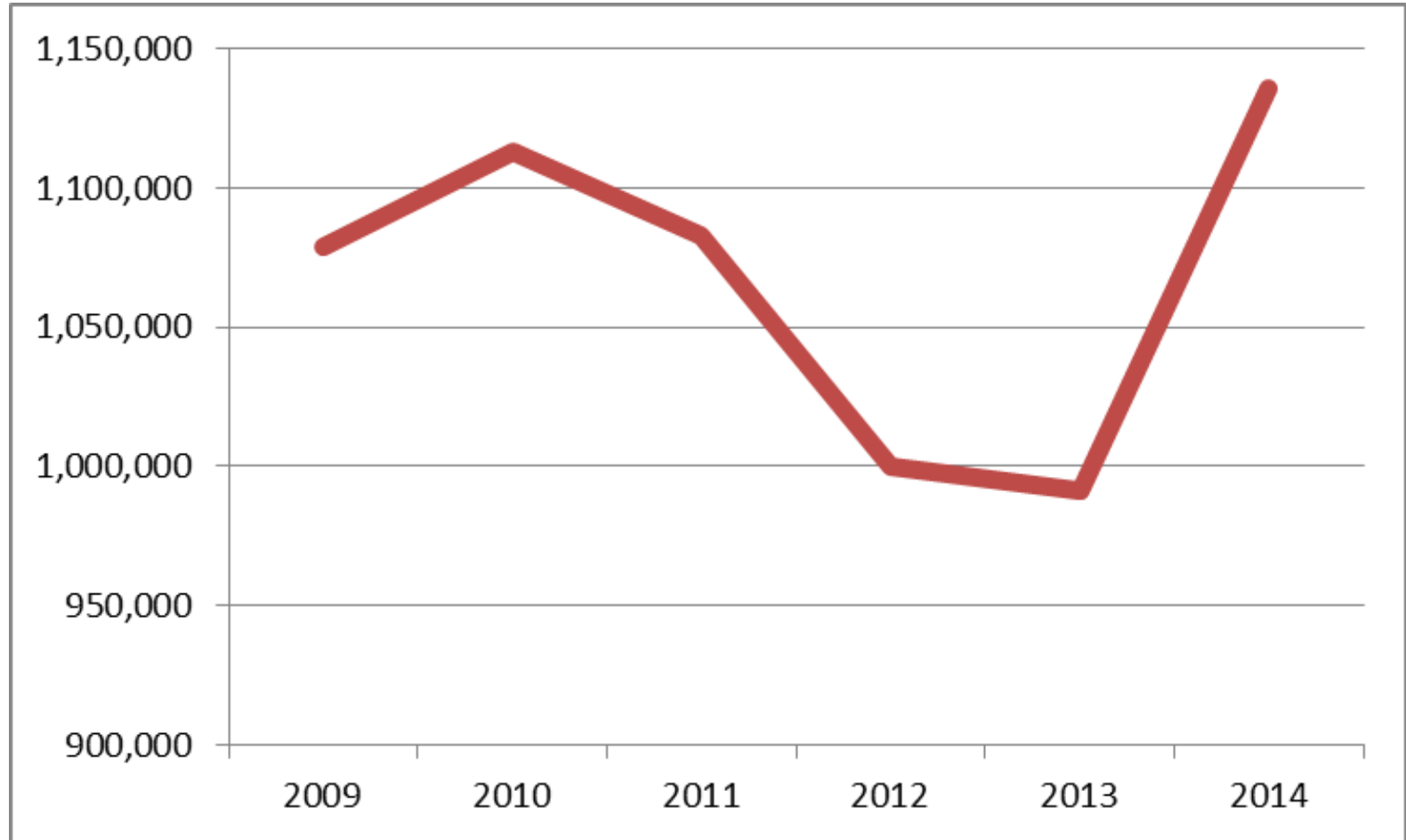
COMPARE	Company	Plan Details	Price/kWh ▲	Pricing Details	Ordering Info
<input type="checkbox"/>	 COMPLAINT SCORE  HISTORY 	<ul style="list-style-type: none"> Gexa Choice 9 Fixed Rate 9 Months 6% Renewable 	1,000 kWh 6.7¢ 500 kWh 2000 kWh 10.3¢ 8¢	Minimum Usage Fees / Credits  Cancellation Fee: \$150.00 Fact Sheet  Terms of Service 	Special Terms (866) 329-4392 OR SIGN UP
<input type="checkbox"/>	 COMPLAINT SCORE  HISTORY 	<ul style="list-style-type: none"> Star "Secure" 3 month plan Fixed Rate 3 Months 10% Renewable 	1,000 kWh 6.7¢ 500 kWh 2000 kWh 9.2¢ 6.4¢	Minimum Usage Fees / Credits  Cancellation Fee: \$100.00 Fact Sheet  Terms of Service 	Special Terms (866) 917-8271 OR SIGN UP
<input type="checkbox"/>	 COMPLAINT SCORE  HISTORY 	<ul style="list-style-type: none"> Star "Secure" 6 Month Plan Fixed Rate 6 Months 10% Renewable 	1,000 kWh 7¢ 500 kWh 2000 kWh 9.5¢ 6.7¢	Minimum Usage Fees / Credits  Cancellation Fee: \$150.00 Fact Sheet  Terms of Service 	Special Terms (866) 917-8271 OR SIGN UP
<input type="checkbox"/>	 COMPLAINT SCORE  HISTORY 	<ul style="list-style-type: none"> Infinite Energy All-Inclusive 3 Fixed Rate 3 Months 5% Renewable 	1,000 kWh 7¢ 500 kWh 2000 kWh 9¢ 7¢	Minimum Usage Fees / Credits  Cancellation Fee: \$50.00 Fact Sheet  Terms of Service 	Special Terms (877) 674-3489 OR SIGN UP
<input type="checkbox"/>	 COMPLAINT SCORE  HISTORY 	<ul style="list-style-type: none"> Charitable Saver 9 Fixed Rate 9 Months 11% Renewable 	1,000 kWh 7.4¢ 500 kWh 2000 kWh 10¢ 8.2¢	Minimum Usage Fees / Credits  Cancellation Fee: \$20 per month remaining Fact Sheet  Terms of Service 	Special Terms (855) 784-2426 OR SIGN UP

Power To Choose Website

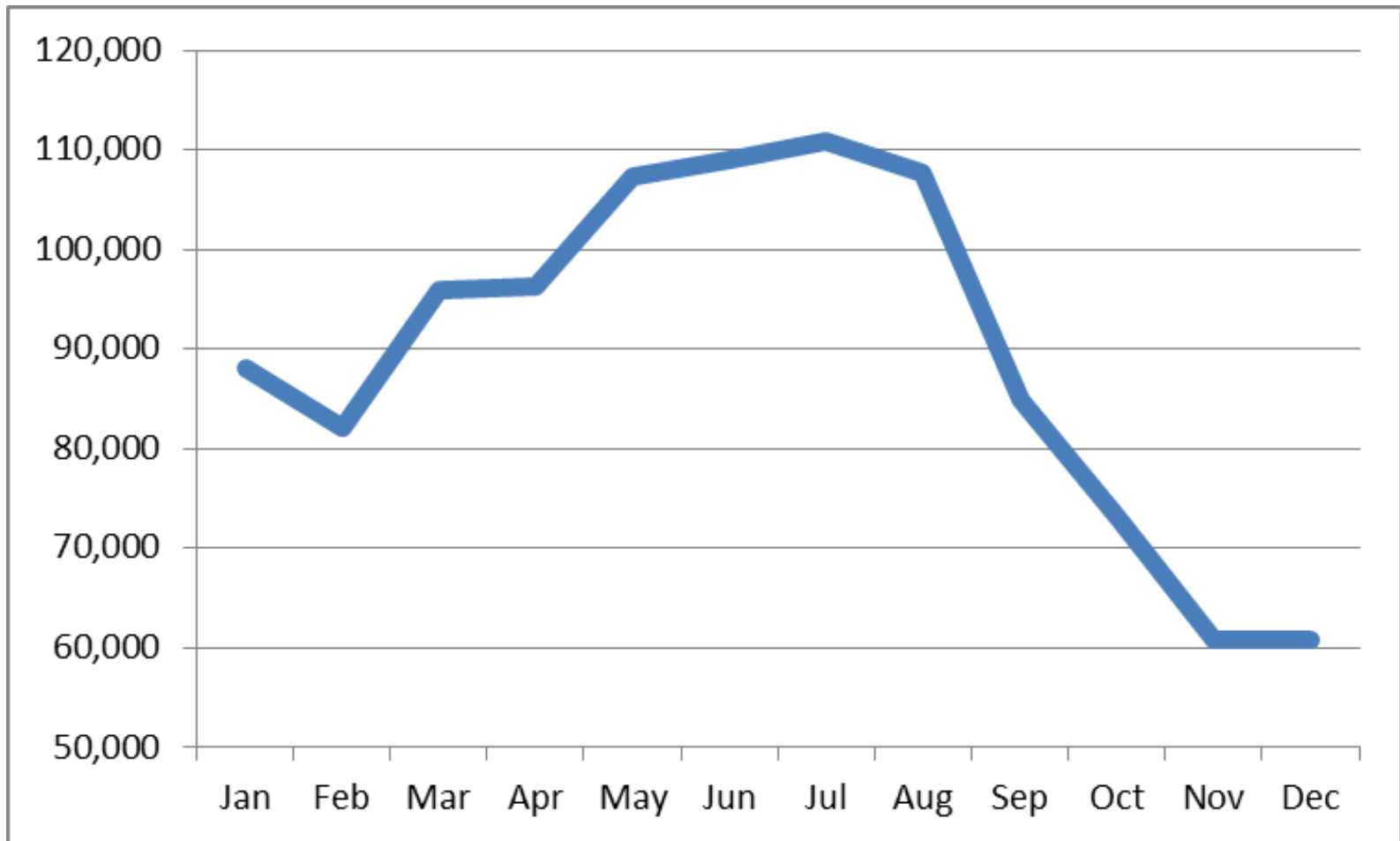
- PUC Posting Requirements
 - REPs are expected to honor the pricing and terms of products posted
 - REPs are required to immediately modify or delete offers that have changed or no longer available
 - PUC reserves the right to remove offers without advanced notice if information is believed to be inaccurate or construed as deceptive
- PUC Staff monitors and reviews postings

Power to Choose / Poder de Escoger

Unique Visits Since 2009



Power to Choose / Poder de Escoger Unique Visits Monthly Average Since 2009



Power To Choose Call Center

- PUC's Power to Choose Call Center
 - Two Bilingual PUC Employees
 - 1-866-PWR-4-TEX (1-866-797-4839)
 - Calls
 - FY 2014: 14,692
 - FY 2013: 15,984
 - Fulfillment Requests (Print-out of Offers)
 - FY 2014: 623
 - FY 2013: 461

